

France at Home

An original and attractive event
for promoting your town centre

The following information gives an overview of [France at Home](#) and the service it provides for towns throughout the UK.



A French Market - What does it involve?

A French market consists of market stallholders from France coming to England to sell their goods and products. The market traders are usually organised and co-ordinated by one individual or organisation, which makes the necessary arrangements for transport, overnight accommodation and the market practicalities in the host town.

All arrangements for [France at Home](#) are handled by the Market Manager, Muriel CHARLES.



Our association, [France at Home](#) consists of approximately 15 stall-holders, our Chairman, Caroline Langevin and Vice Chairman, Thierry Geffroy.

Our traders have been coming to England every week to hold a **French Market** since 1994. We are now the team with the most experience in the UK.

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Our concept is simple: A professional **French Market** consisting of traders with beautiful open air stalls, selling traditional French items.

The goods we sell are typically cheeses, bread (freshly baked every day), patisserie products, olives and dried fruits, handbags, jewellery, craft items For two or three days, this traditional French event takes place in the town centre or the market square.



France at Home traders mostly come from different 'Departments' in Normandy and belong to the Syndicate or Traders' Association in Rouen. They offer a wide range of top quality products. The range of goods is typically French, as is the atmosphere we create, with our umbrellas, marquees and attractive market layout.

All the traders have their own regular markets in France but enjoy coming to England because they always receive such a very warm welcome.

Why have a French Market in your town?

Many towns view the markets as being a major promotion for the town centre and work hard to introduce this attraction to their town. The market provides an opportunity to animate the streets of a town centre and to draw many thousands of visitors.



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Moreover, this is an excellent example of partnership working between the private and public sectors in promoting economic prosperity through such an initiative.

Our visits provide an ideal opportunity to bring together a range of commercial, educational and cultural elements to put on a whole community event.

For more than 12 years, this kind of event has developed in England, first in Hampshire and then extending along the south coast. Nowadays, **France at Home** works with towns across the UK and other countries in Europe.

The market would be an asset to your town and a festive event for the population. It provides the ideal occasion to create a memorable event, involving many sections of the community and the opportunity to rediscover the town centre.



We are getting more and more requests for visits as the success of our markets is recognised.

Arrangements for a French Market

The market usually takes place in a pedestrian street or in the town centre. The stalls measure between 4 and 12 metres so an overall length of about 150 m is necessary.

To ensure the efficient running of a Market, we need -

- A street plan showing where the stall-holders can plug in to the electricity supply (voltage requirements are required in advance)
- To know where the local shops are situated and what they sell, in order to avoid competition with stall-holders. It would be a good idea to write to shop-keepers beforehand explaining that our aim is to benefit everyone
- To know which is the sunny side of the street so that pastry and cheese stalls are placed with their backs to the sun (this only applies in summer)
- To know where dustbins are placed so that stall-holders can put their refuse where it can easily be collected
- To place holders of food stalls near to where they can obtain warm water
- Details of the nearest car park (for 20 vans) where stall-holders can leave their vehicles all day if the street where they are displaying their wares is too narrow for these to park behind their stalls.

Date:

The market can be held all year between mid March and the end of December.

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Opening Hours:

The market would be set up at 9.00 a.m. on Friday and Saturday (our traders come at 6.30/7.00 a.m. in order to install their stalls) and remain open until about 6.00 p.m. On Sunday, opening hours are from 10.00 a.m. until about 4.00 p.m.

Advance notice:

Noise from the stalls setting up in the early morning may cause some disturbance to nearby residents or flats above the shops. In this respect, it is felt that a limited amount of noise of short duration occurring over one weekend will not constitute a nuisance or cause undue disturbance. However, in the interests of maintaining good public relations, a letter will be sent to residents advising them of the event.

Hygiene and Refuse Collection/Disposal:

All the stalls will be required to comply with the relevant food hygiene regulations and controls and all the vehicles are approved.



Refuse collection and disposal will be dealt with by the retailers and placed together to help collection. A refuse collection can be arranged before the market closes to prevent rubbish piling up.

Security:

Public liability: in view of the fact that a pedestrian street counts as a public highway, Public Liability insurance is necessary. The stall-holders have the necessary insurance cover and will produce evidence to this effect.



Emergency access: this will be provided at all times through the pedestrian area by agreed positioning of stalls to be confirmed by the emergency services.

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Special Attractions:

Our aim is to try to give our hosts a great French event where the whole community can take part and from which the town can achieve long-term benefits.

All our participants work hard to achieve this aim, embellishing their stalls with bunting and flags and seasonal decorations.

Additional attractions are possible with your help, for example:



- Asking your mayor to open the market
- Arranging for music during the day
- Organising a raffle with a hamper containing the various produce on sale as first prize
- By getting students of catering establishments to prepare dishes using some of the produce on sale

Advertising:

In order to reach the maximum number of people, publicity is essential. We ask the town to do as much as possible to this end (radio or press releases, leaflets...). If you want the event to succeed you must advertise it.

Future Collaboration:

We would like to establish a long-term relationship with your town. Based on the success of a French market, many towns repeat it the following year as an annual festival.

How to contact us:

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